

WHAT IS CLAIMED IS:

1. A method for providing an interconnection relationship between a product and a desired location on a global communications network, comprising the steps of:

- 5 disposing a machine readable product code on the product machine readable product code, the machine readable product code having encoded product information contained therein, the product code having no routing information embedded therein which would allow the product code, in and of itself, to cause routing to the desired location over any path on the network;
- 10 read the machine readable code;
- decoding the product code; and
- 15 converting the extracted product code for routing information over the network to the desired location, which routing information defines the manner by which a user or a computer at a user location wherein the machine readable code was read can communicate with the desired location via an interconnection therewith.

2. The method of Claim 1, wherein the product code comprises a UPC.
3. The method of Claim 1, wherein the product code comprises an ISBN.
4. The method of Claim 1, wherein the product code comprises an EAN.
5. The method of Claim 1, wherein the routing information comprises a universal resource locator (URL) that comprises a unique locator on the network to the desired location.

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